

# SAN MATEO AVENUE CONCEPTUAL STREETScape PLAN

Item 6b. Adoption of San Mateo Avenue Conceptual  
Streetscape Plan

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**City Council**

October 22, 2019

**Darcy Smith,**

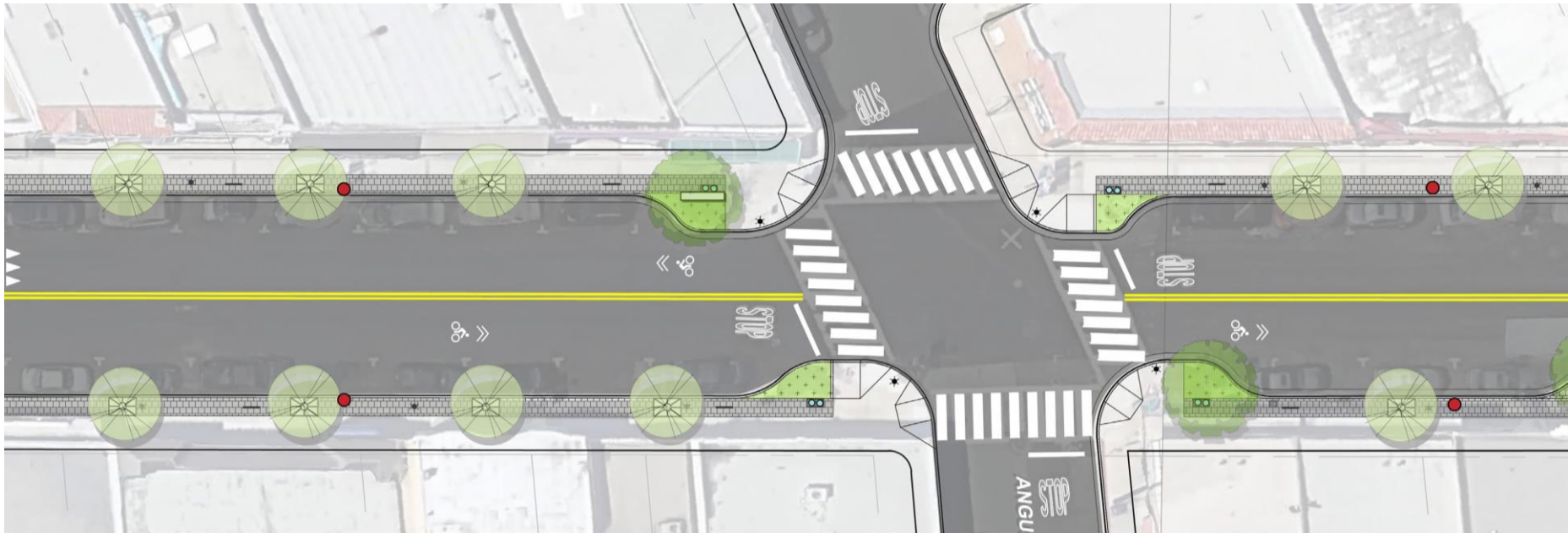
**Community and Economic Development  
Director**

# Agenda

- I. Objective
- II. Plan Preparation
- III. Community and City Engagement Meetings
- IV. City Council September Study Session
- V. Tonight's Action
- VI. Questions

# Objective

- Adopt resolution to adopt San Mateo Avenue Conceptual Streetscape Plan



# Summary of City Council Study Session

**September 24, 2019**

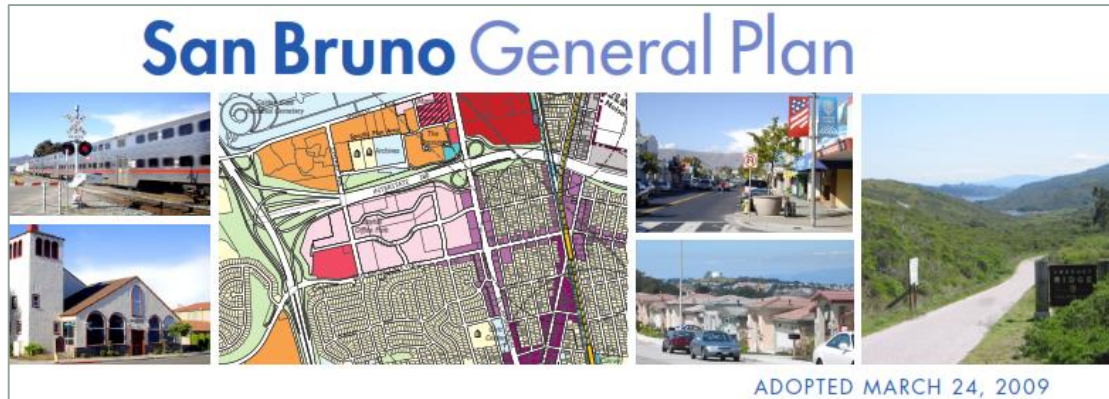
City Council was in support of the conceptual design and favored the “simple and elegant” design theme

## Final Revisions to the Plan:

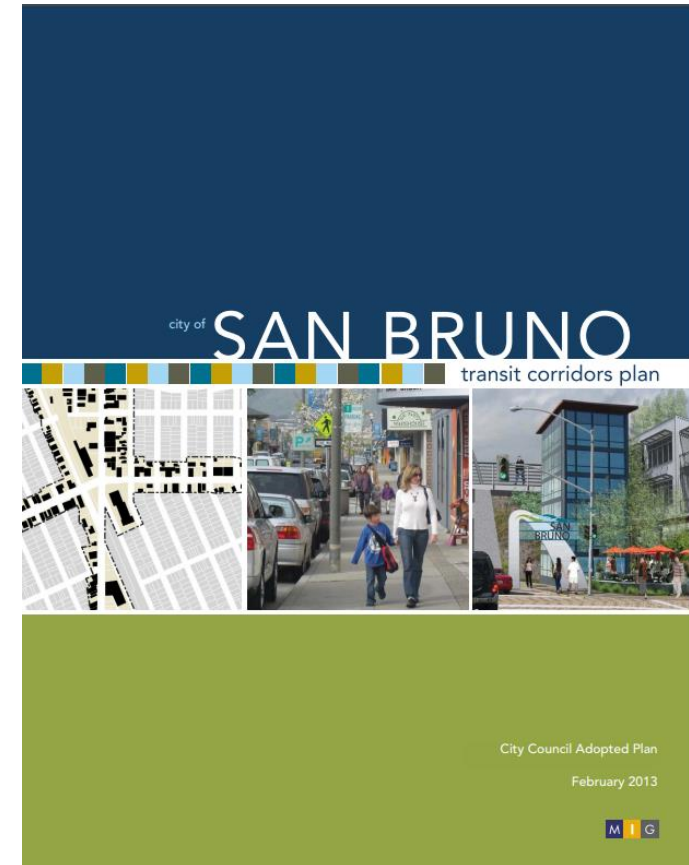
- Text added to study a potential vehicle loading and passenger drop off zone near Posy Park to serve the Downtown and the Caltrain Station
- Text added to ensure all custom lighting elements are designed and engineered to withstand wind loads. Additional study required before implementation

# Plan Preparation

# Background



***“Downtown...  
the symbolic heart of the city.”***



**“short-term plan  
implementation  
action item”**

# Background General Plan

The General Plan envisions to promote San Mateo Avenue as the symbolic heart of the city through implementation policies to **improve the visibility and appearance of the downtown, expand the streetscape amenities, beautify the street, place clearly marked crosswalks and upgrade the appearance of the downtown with combined efforts of the City, merchants and property owners**





# Purpose of a Downtown Streetscape Plan

- Clear and unified vision for the streetscape to create a sense of place and Downtown identity
- Improve the street's visual character, sustainability, and safety for a positive experience
- Spurs economic revitalization
- Foundation for future funding decisions
- Requirements for private property owners with development projects





# Key Characteristics of a Streetscape Plan

Consistent Streetscape



Cohesive Identity



Improved Signage



Safer Sidewalks



# Project Workflow

Task 1: Analysis  
and Preliminary  
Feasibility Study



Task 2:  
Community &  
City  
Engagement



Task 3:  
Streetscape  
Plan preparation

STREET TREES



TREE GRATES



PAVING



SEATING



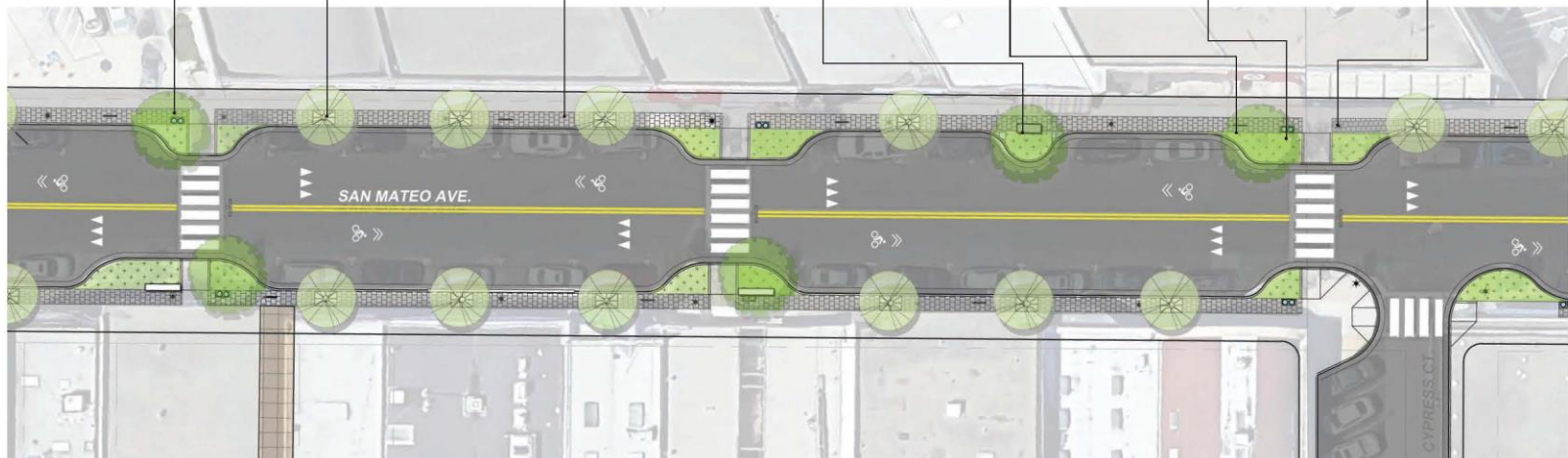
BIKE RACKS



TRASH + RECYCLING  
RECEPTACLES



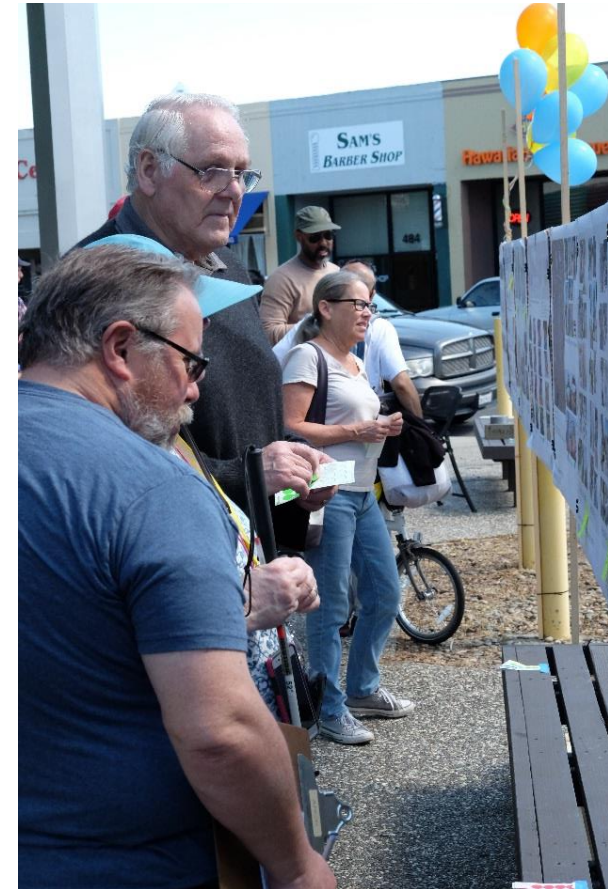
LIGHTING



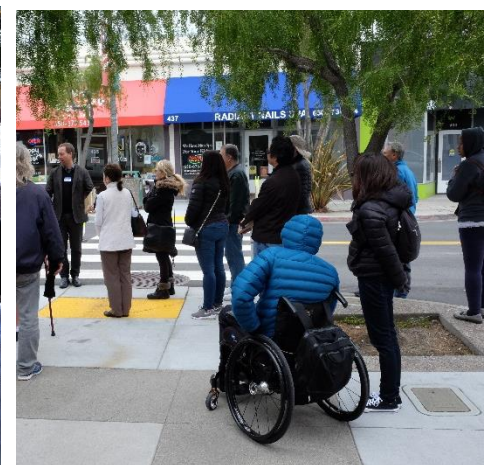
## Community and City Engagement Meetings

## Community and City Engagement February to May 2019

- Community Engagement Sessions
  - Walking workshop
  - Drop-in Pop-up Event
  - Community Meeting
  - Stakeholder Meetings (2)
- Online Survey
- City Commission and Committees
  - Culture & Arts Commission
  - Parks & Recreation Commission
  - Bicycle & Pedestrian Advisory Committee
  - Planning Commission (2)





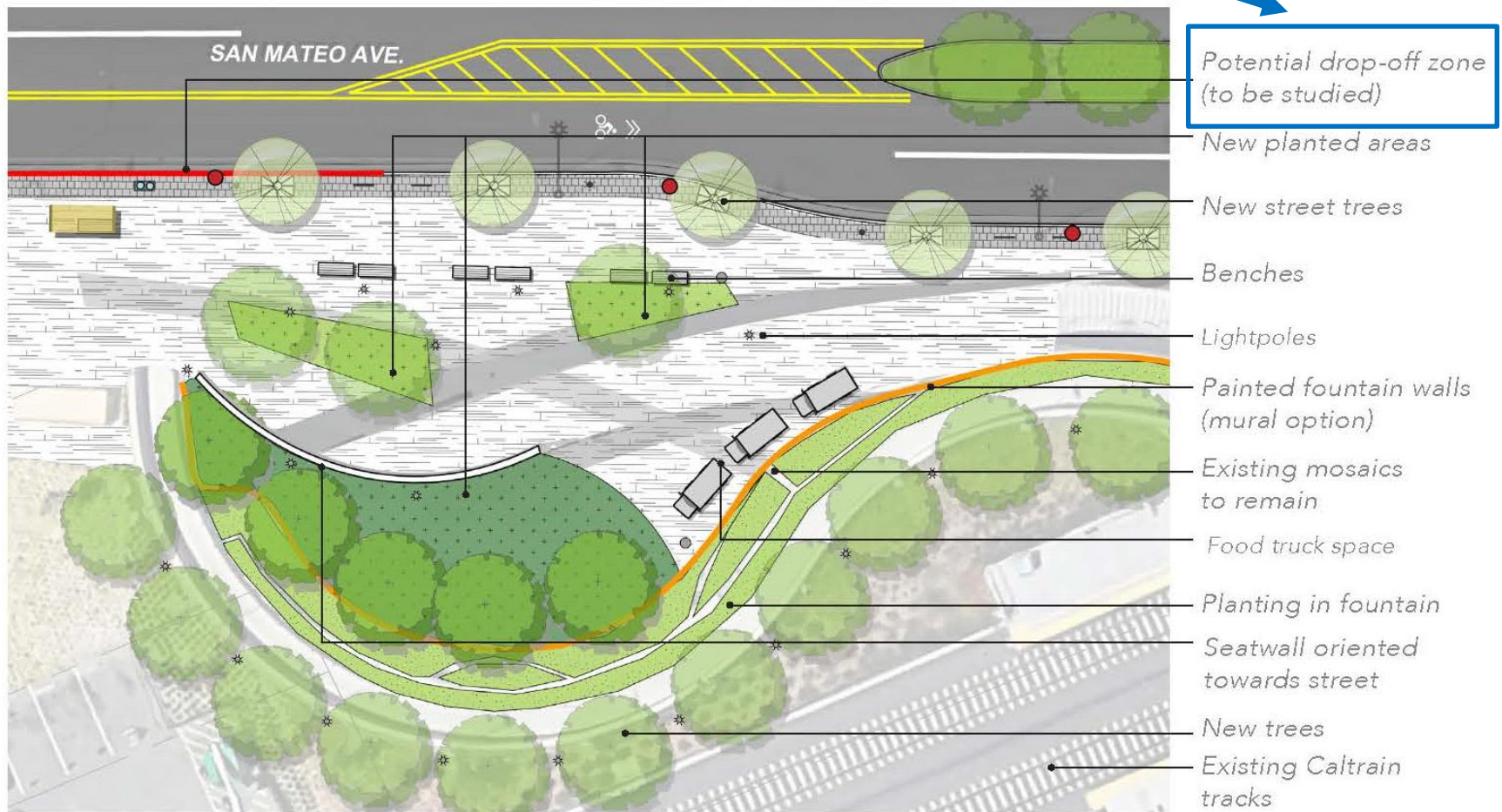


# City Council September Study Session



# Loading Zone near Posy Park

## New Text Added



# Hanging Light Design

## New Text Added:

All custom lighting elements should be designed and engineered to withstand wind loads. Further study would be required to determine the suitability of cable-suspended lighting fixtures, for example





# Streetscape Plan Outcome

The result of the community engagement process set a vision for the design of the San Mateo Avenue which is **simple and elegant**, has **activated paseos** and more **public spaces**, better street trees, **unified street features**, enhanced pedestrian safety, better and more way finding signage and a **unique identity**



# Consultant Team

- WRT – Wallace, Roberts and Todd
- CSW/Stuber-Stroeh Engineering Group, Inc
- Parisi Transportation Consultants



# Tonight's Action – Request to City Council

## Staff Recommendation:

- Adopt a resolution adopting the San Mateo Avenue Conceptual Streetscape Plan

### SAN MATEO AVENUE

#### CONCEPTUAL STREETSCAPE PLAN



City of San Bruno, CA | October 22, 2019





# QUESTIONS?

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